



Mission Statement

We are Herbarie Farm & Herbal Alchemy.

Our **grassroots movement** is **restoring truth in health and beauty**. We are pioneers of original design. Together, our consultants and customers **share a mission** to give mankind their power back by educating the worldwide market of the restorative powers of living botanicals and providing the most high-performing solution to fit their needs. We believe in our body's ability to heal, and we believe the truth is more powerful than the best marketing campaign.

Marketing Misdirection in Big Beauty

Use of the term “clean beauty” is often a tactic of manipulative marketing campaigns that don't fully explain what a toxin is or how our body uses synthetic substances, and while we respect the brands doing better, we prefer living botanicals.

While big beauty is attempting to convince consumers their products are clean through their marketing — such as through packaging, front-facing labeling, or promoting a “no” list of toxic ingredients they don't use — we are simply in a different category.

We cannot compare ourselves to the clean beauty industry because we are not in the same category. Our products are non-synthetic and all of our ingredients are derived from the earth. Not only do our goods contain NO toxic preservatives, emulsifiers, or stabilizers, our products are concentrates of living, cold pressed, herbal extracts. Our labels are full of ingredients that embody beauty with zero compromise on their integrity.



Building Back the Village

Family farms have played a central role in shaping the American economy and culture. Today, we are losing touch with this rich tradition. What was at one time an intricately connected village has now become a commercialized industry that has lost touch with who we really are as producers. We believe small farms are at the heart of freedom, and if we lose our farmers, we lose our freedom. So, we keep it simple, building relationships with farmers who love the soil, their craft, and earth as much as we do. They are doing things the old-fashioned way and we have made it part of our mission to revive holistic farming because small farmers are part of the solution to America's big farm and pharma crisis.

Why We Are Proudly Not USDA Organic Certified

We would have to lower our standards to attain a government certification.

Set Apart Sourcing

In order to protect purity and efficacy, our Founder, Jaime Cross, who is a master herbalist, is in the infant stages of raising many of Herbarie Farm & Herbal Alchemy's core raw materials, including through her own beehives based on traditional beekeeping practices and hives built by the Amish community.

While we source America first, some ingredients are simply not native to the US, which means we collaborate with impeccable sources from all over the world. One example is our copaiba, best sourced from Brazil! When a plant is sourced from its native origins, there is no need for sprays, herbicides, or chemicals, as they grow naturally in the wild. We have uncovered the most prominent native sources with wild, pure, and living ingredients.



We have found greater purity in suppliers who do not certify their harvests, and through our due diligence we have discovered that the methods and practices they use to grow easily exceed the USDA Certified Organic standards.

Our philosophy on third-party testing, certifications, and government regulations and standards, is simple:

There's a higher standard.

Big Beauty and Big Industry have misled the masses, poisoning the population for profit. When we follow the misleading marketing claims, including the ingredients panels, we'll discover these companies — who also happen to be claiming these credentials — do not care about our health. Terms like:

- Third-Party Testing
- Certifications
- Big Name Studies
- Multi Patented & Clinically Proven

Can. All. Be Bought — creating a false standard of what “clean” or “good” actually means.

In reality, those certs don't indicate truth, purity, or efficacy.

We are responsibly sourced, above standard, sustainable, and pro-humanity.

Our larger sources are using state-of-the-art, private third parties for ingredient testing and their standards exceed the USDA organic standards.

Supplement Labeling

The supplement industry is heavily regulated by the government, which requires that we use certain terms on our ingredients panel. You will see “natural flavors” due to government requirements. Our natural flavors are derived from dehydrated fruit, and all of our ingredients are whole-food derived.



HERBARIE FARM &

HERBAL ALCHEMY.

We say no to sulfates, parabens, harmful colors, synthetic or lab-created ingredients, animal cruelty, GMOs, heavy metals, or toxins.

Alchemy

The definition of Alchemy is to take something of little value and turn it into gold. To make the ordinary extraordinary.

We love the land, our people, and the Alchemy of life.

